

Message Text

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INFO OCT-01 AF-10 ARA-10 EUR-12 EA-10 NEA-10 ISO-00 EB-07

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FM SECSTATE WASHDC

TO AMEMBASSY ALGIERS PRIORITY

AMEMBASSY BUENOS AIRES PRIORITY

AMEMBASSY CANBERRA PRIORITY

AMEMBASSY VIENNA PRIORITY

AMEMBASSY BRUSSELS PRIORITY

AMEMBASSY BRASILIA PRIORITY

AMEMBASSY OTTAWA PRIORITY

AMEMBASSY BOGOTA PRIORITY

AMEMBASSY COPENHAGEN PRIORITY

AMEMBASSY QUITO PRIORITY

AMEMBASSY HELSINKI PRIORITY

AMEMBASSY PARIS PRIORITY

AMEMBASSY BONN PRIORITY

AMCONSUL HONG KONG PRIORITY

AMEMBASSY NEW DELHI PRIORITY

AMEMBASSY JAKARTA PRIORITY

AMEMBASSY TEHRAN PRIORITY

AMEMBASSY TEL AVIV PRIORITY

AMEMBASSY ROME PRIORITY

AMEMBASSY TOKYO PRIORITY

AMEMBASSY SEOUL PRIORITY

AMEMBASSY MEXICO PRIORITY

AMEMBASSY THE HAGUE PRIORITY

AMEMBASSY LAGOS PRIORITY

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AMEMBASSY OSLO PRIORITY

AMEMBASSY MANILA PRIORITY
AMEMBASSY JIDDA PRIORITY
AMEMBASSY SINGAPORE PRIORITY
AMEMBASSY MADRID PRIORITY
AMEMBASSY BERN PRIORITY
AMEMBASSY TAIPEI PRIORITY
AMEMBASSY BANGKOK PRIORITY
AMEMBASSY LONDON PRIORITY
AMEMBASSY CARACAS PRIORITY
AMEMBASSY KINSHASA PRIORITY
AMEMBASSY STOCKHOLM PRIORITY
AMEMBASSY BELGRADE PRIORITY
AMCONSUL RIO DE JANEIRO PRIORITY

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E.O. 11652: N/A

TAGS: BEXP, BTRA, XA, XB, XC, XD, XE, XG

SUBJECT: COUNTRY COMMERCIAL PROGRAMS - FOREIGN BUYERS

--- TO U.S. - FY 1976

REF: A. STATE A-9016, B. STATE A-2270,

--- C. STATE A-3692

1. POSTS SUBMITTING DRAFT CCPS TO WASHINGTON BY JANUARY 1975, (REF. A) ARE PROVIDED BELOW INFORMATION ON U.S. TRADE SHOWS UNDER THE FOREIGN BUYER PROGRAM (FBP) FOR FY76.

2. WHILE FY76 SCHEDULE NOT YET FINALIZED, IT IS EXPECTED THAT 12 SHOWS WILL ULTIMATELY BE SELECTED FOR POST CONSIDERATION AND PROMOTION OF FOREIGN BUYER ATTENDANCE. SIX SHOWS ARE NOW FIRM FOR POSSIBLE INCLUSION IN DRAFT CCPS. OTHERS STILL UNDER NEGOTIATION ARE ALSO IDENTIFIED.

3. FULL DETAILS ON FINALIZED SCHEDULE FY76 U.S. SHOWS WILL BE FORWARDED ALL POSTS BY AIRGRAM DURING JANUARY 1975. POSTS ARE FURTHER URGED TO CONSIDER SPECIALIZED FOREIGN BUYER GROUPS TO U.S. (REF. B), PARTICULARLY IN FIELDS OF AGRI-BUSINESS AND CONSUMER GOODS WHICH USDOC FOREIGN UNCLASSIFIED

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BUYER STAFF ESPECIALLY PREPARED TO HANDLE. INDIVIDUAL FOREIGN BUYERS VISITING U.S. SHOULD ALSO BE IDENTIFIED TO

EXTENT POSSIBLE AND REPORTED TO WASHINGTON IN ACCORDANCE WITH GUIDELINES ESTABLISHED REF. C.

4. POSTS ARE HIGHLY COMMENDED FOR ENTHUSIASTIC RECEPTION AND SUPPORT OF FOREIGN BUYER PROGRAM.

5. U.S. TRADE SHOWS PRESENTLY FIRM ARE (DESCRIPTION IN PARENTHESIS):

--- (A) AUGUST 26-28, 1975, NATIONAL HARDWARE SHOW, MCCORMICK PLACE, CHICAGO (COMPLETE HARDWARE PRODUCT LINES FROM GATE LATCHES TO GARDEN TRACTORS; FULL THREE-DAY SEMINAR PROGRAM COVERING MANY TOPICS INCLUDING WHOLESALE/RETAIL DISTRIBUTION);

--- (B) NOVEMBER 3-6, 1975, INTERNATIONAL ENERGY ENGINEERING EXPO AND CONGRESS, MCCORMICK PLACE, CHICAGO (ALL TYPES OF EQUIPMENT FOR GENERATION, TRANSMISSION AND DISTRIBUTION OF ENERGY WITH FULL TECHNICAL SEMINAR PROGRAM COVERING MANAGEMENT MARKETING, SAFETY, ENVIRONMENT, ETC.);

--- (C) NOVEMBER 10-13, 1975, INTERNATIONAL HOTEL AND MOTEL EDUCATIONAL EXPO, NEW YORK COLISEUM, NEW YORK CITY (OVER 300 CATEGORIES OF EQUIPMENT SHOWN BY 700 EXHIBITORS COVERING FULL RANGE OF CATERING/HOSPITALITY EQUIPMENT FOR HOTEL/MOTEL, INSTITUTIONAL FEEDING AND ACCOMMODATIONS; 60 HOURS OF EDUCATIONAL FORUMS AND INTERNATIONAL IDEA EXCHANGES);

--- (D) JANUARY 18-21, 1976, NATIONAL EXPOSITION FOR FOOD PROCESSORS, CIVIC CENTER, SAN FRANCISCO (ALL RELATED FOOD EQUIPMENT AND SERVICES FOR PRODUCTION, PROCESSING AND PACKAGING WITH UP-TO-DATE MECHANICAL/TECHNOLOGICAL ADVANCEMENTS AND EDUCATIONAL SEMINARS);

--- (E) MAY 16-22, 1976, INTERNATIONAL PETROLEUM EXPOSITION, TULSA, OKLAHOMA (WORLD'S LARGEST EXHIBITION UNCLASSIFIED

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HELD EVERY 5 YEARS COVERING ALL ASPECTS OF PETROLEUM FROM EXPLORATION TO REFINING; FULL RANGE OF TECHNICAL SEMINARS)

--- (F) MAY 2-5, 1976, SUPERMARKET INSTITUTE (SMI) CONVENTION AND EDUCATIONAL EXPOSITION, DALLAS (EQUIPMENT DISPLAYS AND TECHNICAL WORKSHOPS COVERING EVERY PHASE OF WHOLESALING AND RETAILING OF FOODS, SERVICES AND GENERAL MERCHANDISING).

6. U.S. SHOWS STILL UNDER NEGOTIATION ARE:

--- (A) SEPTEMBER 1975, INTERNATIONAL MARINE TRADES EXHIBIT AND CONFERENCE, CHICAGO (WORLD'S LARGEST PLEASURE BOAT AND ACCESSORIES SHOW);

--- (B) OCTOBER 1975, INTERNATIONAL BUILDING EXPOSITION (INBEX), CHICAGO (ALL TYPES CONSTRUCTION SYSTEMS, MATERIALS AND SERVICES);

--- (C) FEBRUARY 1976, NATIONAL SPORTING GOODS ASSOCIATION SHOW, CHICAGO, (1,700 LINES OF SPORTING GOODS);

--- (D) FEBRUARY 1976, CALIFORNIA AGRICULTURE EQUIPMENT SHOW, TULARE, CALIFORNIA (LARGEST U.S. AGRICULTURE EQUIPMENT SHOW);

--- (E) MARCH 1976, INTERNATIONAL AUTO SERVICE INDUSTRY SHOW, SAN FRANCISCO (GARAGE AND AUTO SERVICE EQUIPMENT, ACCESSORIES AND PARTS);

--- (F) MAY 1976, IEEE (INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS) ELECTRO '76 SHOW, BOSTON (ELECTRONICS COMPONENTS, INSTRUMENTATION, COMPUTERS AND COMMUNICATION EQUIPMENT). KISSINGER

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